

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism – Promotion of Film Tourism – Constitution of Film Tourism Cell for speedy processing of applications for all necessary permissions and clearances and management of logistics involved in film making– Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Ms.No. 78

Date: 09 -11-2010

Read the following:

ORDER:

Andhra Pradesh is the leading State in the Country in terms of Domestic Tourism. The State also ranks in the top 10 States in terms of international visitors. Now the State wishes to utilize the potential of promoting Film Tourism in the State to maintain its primacy as the preferred Tourism destination. The State of Andhra Pradesh has a rich variety of locations which can become attractive for outdoor film shooting. In addition, Hyderabad has got a number of film studios which provide the most latest facilities. Hyderabad has also got State of the Art post production facilities in the form of Animation Studios, dubbing labs etc. Accordingly, Government have decided to constitute a Film Tourism Cell within the Tourism Department with the following composition:

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| 1. Secretary (Tourism) | – Chairman |
| 2. Managing Director, Andhra Pradesh
State Film, Television and Theatre
Development Corporation (APSFTVTDC) | – Member Convener |
| 3. Chief Wildlife Warden | - Member |
| 4. Special Secretary, Home Department | - Member |
| 5. Managing Director, Andhra Pradesh
Tourism Development Corporation (APTDC) | - Member |

2. The main functions of this Cell would be: (a) creating awareness about the facilities available in Andhra Pradesh including studio facility and outdoor locations. The Cell will supervise the preparation of a print and video catalogue of district-wise locations which will be found to be of interest by potential Film Makers and various studios and post production facilities of Hyderabad and Visakhapatnam. Once the catalogue is ready publicity will be given through different media and by participating in film related events and programmes. Interaction sessions will be held with Film Makers in different parts of the country to popularize Film Tourism in Andhra Pradesh. (b) The Cell will take the sole responsibility for obtaining all the permissions and clearances in a time bound manner. These permissions may pertain to agencies like Police Department, Traffic Police Department, Forest Department, Endowments Department, Irrigation Department, Archaeology Department, local bodies, Urban Development Authorities, etc., Whatever may be the permission required, in order to facilitate Film Tourism and make the State attractive to the Film Makers as compared to other States, the Cell will be involved in liaising with the relevant department / Agency and seek the required permission on behalf of the Film Maker. (c) The Cell will also organize a package of services to the Film Maker which can be made available to them on payment basis. The package will include accommodation, transport, catering, security etc., The Cell can collect service fees for providing all services in a hassle-free manner through a single-window to the Film Units. APTDC will play the main role in organizing this facility.

3. The existing staff working in the Tourism Department will also provide secretarial support to the Cell in addition to their regular work. Most of the work of the Cell will be carried out through periodic meetings (fortnightly or monthly) or through circulation of files. The one time initial expenditure of developing promotional material can be met from the existing publicity budget of the Tourism Department and APSFTVTDC. Private Stakeholders like studio owners can also be asked to contribute financially in the generation of promotion material. Subsequently, a stream of revenue will be created for the Cell in the form of service fee for the single window package of services.
4. As per the above mentioned guidelines the Film Tourism Cell will come into existence. The Government also direct that all decisions communicated by the Cell to various Government agencies shall be honored by them.
5. This Order is issued with the concurrence of Finance Department vide their U.O.No.7510/FS/(R&E)/10 dated: 12-08-2010,.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**JAYESH RANJAN
SECRETARY TO GOVERNMENT**

To
All the Prl. Secretaries / Secretaries / Spl. Secretaries
All the Heads of Departments
All the District Collectors
The Commissioner of Tourism, A.P., Hyderabad
The Managing Director, A.P. Tourism Development Corporation Limited, Hyderabad.
The Managing Director, APSFTVTDC, Hyderabad.
The PS to Hon'ble Minister (T&C)

// Forwarded : : By Order //

SECTION OFFICER